

**Natural Resource Monitoring Partnership
Outreach Team Conference Call Notes
July 10, 2006
*Draft***

Participants:

Steve Bender
Tara Bergeson
David Burton
Jon Kart
Paul Dresler
Audrey Hatch
Tod Hebenton
Karen Kinhead
Andy Lister
Henry Norris
Mike O'Brien
Amber Pairis
Mary Pfaffko
Jennifer Pollock
John Seamen
Jennifer Stevens
Sara Vickerman (Avi and Moran)
Christine Vojta

Summary of Action Items

July 12th talking points to Amber
July 18th Amber/Tod/Paul talking points available on web
July 21 List of future conferences/meetings to Amber
August 21 Follow up conference call
October 1 DRAFT Business Plan (Steve Bender & Paul Dresler)

Strategy 1: Develop Core Outreach Resources /Tools

Activity: Develop Core Monitoring Partnership “Talking Points.”

The group discussed the development of 5-6 core talking points to ensure a consistent message and reinforce our core goals. The group felt it was important to have a crisp, clear message on why the project is important and what it offers for participants. For example, cost savings, efficiency, data mining tools, benefits to the participant, why it matters and what it does.

Action: The entire group is tasked with submitting possible talking points in the form of a potential title and bullets to Amber by Wednesday July 12. The talking points will be finalized and available on the web July 18th and be in a format that is easy to email.

Activity: Standard two page handout on the Monitoring Partnership.

The group agreed that the handout should include brief information on the partnership and be graphically consistent with web site, presentation, etc. The group agreed that the talking points should be added to the one page handout in place of the list of metadata fields. The group also felt it was important to have some information on how to access the product, who to contact for more information, and a testimonial on the projects importance.

The group spoke briefly about how the materials might change once the project goes live in September. What are the key messages and do those messages differ based on audience (Federal, State, and Provincial)? Do we need more visual materials (screenshots, etc) in the outreach materials? What changes need to be made to the PowerPoint, talking points, or two pager in preparation for future meetings? Are there other methods or materials we should be using?

Action: Christine, Tod, Jennifer, Karen, Audrey, Mike, and Amber have committed to meeting separately from the larger outreach team to discuss existing outreach products and begin to envision how the materials should evolve once the project is released in the fall. Amber will make sure the this team has access to existing information and set up a follow up conference call to discuss outreach materials and brainstorm future outreach efforts.

Strategy 2: Outreach to Practitioners/Users

Activities: Presentations and poster at professional meetings

The Outreach group decided to compile a list of future meetings where a presentation or poster on NRMP project should be considered. At this time the group is not concerned with identifying someone to attend the meeting and instead is attempting to compile as complete a list as possible on possible venues to get the word out about this project.

Examples: The Wildlife Society (TWS), American Fisheries Society, Regional Meetings for State Fish and Game Agencies, Association of Fish and Wildlife Agencies, Society of American Foresters, regional meetings for different sections of TWS, technical workshops, other national, regional, state, provincial conferences?

Action: People present on the call were tasked with putting together a list of future meetings, and provide information on the meeting date, location, title (theme), and target audience. Recommendations should be sent to Amber via email by July 21, 2006.

Strategy 3: Outreach to Decision Makers

Activity: Need to identify important future briefings

-2006 Association of Fish and Wildlife Agencies Annual Meeting (Possible committees include Science and Research Committee, Wildlife Resource Policy Committee, and Fisheries Policy Committee).

-2007 North American Meeting

-Meetings in Canada? Geo Connection (USGS and Canada?)

-Briefings for Interior, USDA leadership, OMB, OSTP Committee on Environment and Natural Resources, House and Senate Interior Appropriations Staff. (Steve Tyron offered to participate in briefings however, at this time the Outreach team felt it was too early to begin discussing briefings and tabled this item until later in the fall after the project is launched and functioning.)

Action: The group has been tasked with identifying important future briefings to put on our calendar for reference. For now the group will hold off on identifying people to pursue these activities until October-November of 2006 after the project is launched. All Outreach members should have their list to Amber by July 21.

Strategy 4: Outreach to the General Public

This item was tabled until later in the fall after the project is launched and functioning.

Business Plan

Action: Steve Bender has offered to put together a draft business plan for the project. Paul Dresler has offered his support to help fill in the gaps and work with Steve to produce a draft by October 2006.

Questions for discussion on next call August 21, 2006:

- Getting data in the system when it is rolled out and the need for agencies to commit to putting something in the database in advance. Outreach to other groups to mine data. What do those groups want from us?
- An award or prize for the organization with the most entries. Some kind of gimmick to recognize participation, possibly given at the NA meeting to acknowledge people who entered data.
- Recommendation for how to promote project and get users engaged.
- Do we need a Help desk once the project is live? Should this be included in the costs identified in the Business Plan?